phone or a land-line connected to a Public Switched Telephone Network (PSTN), or other telephony networks.

[0128] Voice signals transmitted to the mobile terminal **1101** are received via antenna **1117** and immediately amplified by a low noise amplifier (LNA) **1137**. A down-converter **1139** lowers the carrier frequency while the demodulator **1141** strips away the RF leaving only a digital bit stream. The signal then goes through the equalizer **1125** and is processed by the DSP **1105**. A Digital to Analog Converter (DAC) **1143** converts the signal and the resulting output is transmitted to the user through the speaker **1145**, all under control of a Main Control Unit (MCU) **1103** which can be implemented as a Central Processing Unit (CPU).

[0129] The MCU **1103** receives various signals including input signals from the keyboard **1147**. The keyboard **1147** and/or the MCU **1103** in combination with other user input components (e.g., the microphone **1111**) comprise a user interface circuitry for managing user input. The MCU **1103** runs a user interface software to facilitate user control of at least some functions of the mobile terminal **1101** to determine proximity of a user to a POI to dynamically adapt applications, content, and user incentive. The MCU **1103** also delivers a display command and a switch command to the display **1107** and to the speech output switching controller, respectively. Further, the MCU **1103** exchanges information with the DSP **1105** and can access an optionally incorporated SIM card **1149** and a memory **1151**. In addition, the MCU **1103** executes various control functions required of the terminal. The DSP **1105** may, depending upon the implementation, perform any of a variety of conventional digital processing functions on the voice signals. Additionally, DSP **1105** determines the background noise level of the local environment from the signals detected by microphone **1111** and sets the gain of microphone **1111** to a level selected to compensate for the natural tendency of the user of the mobile terminal **1101**.

[0130] The CODEC **1113** includes the ADC **1123** and DAC **1143**. The memory **1151** stores various data including call incoming tone data and is capable of storing other data including music data received via, e.g., the global Internet. The software module could reside in RAM memory, flash memory, registers, or any other form of writable storage medium known in the art. The memory device **1151** may be, but not limited to, a single memory, CD, DVD, ROM, RAM, EEPROM, optical storage, magnetic disk storage, flash memory storage, or any other non-volatile storage medium capable of storing digital data.

[0131] An optionally incorporated SIM card **1149** carries, for instance, important information, such as the cellular phone number, the carrier supplying service, subscription details, and security information. The SIM card **1149** serves primarily to identify the mobile terminal **1101** on a radio network. The card **1149** also contains a memory for storing a personal telephone number registry, text messages, and user specific mobile terminal settings.

[0132] While the invention has been described in connection with a number of embodiments and implementations, the invention is not so limited but covers various obvious modifications and equivalent arrangements, which fall within the purview of the appended claims. Although features of the invention are expressed in certain combinations among the claims, it is contemplated that these features can be arranged in any combination and order.

1-53. (canceled)

54. A method comprising facilitating a processing of and/or processing (1) data and/or (2) information and/or (3) at least one signal, the (1) data and/or (2) information and/or (3) at least one signal based, at least in part, on the following:

at least one determination of a proximity of at least one device to at least one point of interest; and

at least one determination of at least one difficulty level associated with at least one application, at least one content item, or a combination thereof based, at least in part, on the proximity.

55. A method of claim **54**, wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on the following:

at least one determination of a utilization information for the at least one application, the at least one content item, or a combination thereof with respect to at least one user,

wherein the at least one difficulty level is further based, at least in part, on the utilization information.

56. A method of claim **55**, wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on the following:

a processing of the utilization information to determine at least one skill level associated with the at least one user,

wherein the at least one difficulty level is further based, at least in part, on the at least one skill level.

57. A method of claim **54**, wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on the following:

a recommendation of at least one path to the at least one point of interest to cause, at least in part, an adjustment of the at least one application, the at least one content item, or a combination thereof based, at least in part, on the at least one difficulty level.

58. A method of claim **57**, wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on the following:

at least one determination of one or more searches for the at least one point of interest; and

a presentation of the recommendation based, at least in part, on the one or more searches.

59. A method of claim **54**, wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on the following:

a presentation of at least one indicator via a user interface of the at least one device,

wherein the at least one indicator depicts, at least in part, a progression of the at least one difficulty level based, at least in part, on the proximity.

60. A method of claim **54**, wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on the following:

a presentation of at least one link to the at least one application, the at least one content item, or a combination thereof in a user interface.

61. A method of claim **54**, wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on the following:

at least one determination that the at least one difficulty level substantially meets a threshold difficulty level based, at least in part, on the proximity; and

a presentation of a notification message.

62. A method of claim **54**, wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on the following: